

Justification Letter for Massage Establishment @ 1215 Las Vegas Blvd. S. Las Vegas, NV 89104

MPower is requesting a massage establishment business license and special use permit to establish its business at 1215 Las Vegas Blvd. S, inside The Aruba Hotel & Spa. The space is ready for occupancy and MPower will provide on-site massage services to hotel guests.

The proposed use is compatible with adjacent uses in terms of scale, site design, operating characteristics, traffic generation, lighting, noise, odor, dust, and other external impacts. MPower will be using office space and a room for one massage table within The Aruba Hotel & Spa. There is no need to change the existing scale, design or operating characteristics of the hotel or surrounding businesses.

MPower's administrative office will be open Sunday through Saturday between the hours of 8:00 A.M. and 5:00 P.M. There will only be one employee at the administrative office, therefore, current traffic, lighting, noise, odor, dust, etc. will not be negatively impacted. In addition, public safety, transportation and utility facilities and services will be available to serve the property and maintain sufficient levels of service to the existing development. MPower's service-based business will not negatively affect any of these aspects of the current occupants of the surrounding land.

MPower is requesting a waiver of distance separation from residential use since there is no direct access from residential areas to the hotel.

The proposed use complies with all applicable provisions of the Development Code. The quality and character of the surrounding area will be preserved since there will not be an influx of customers or traffic to this area, preventing excessive population densities and overcrowding.

There will be no development. The open space and natural and scenic resources will be conserved and protected. This business will foster convenient, compatible, and efficient relationships among land uses, promoting the economic stability of existing land uses that are consistent with the Development Code and protecting them from intrusions by incompatible land uses.

Because of the nature of the "massage" industry within the surrounding areas of Las Vegas and the stigma involved, it is most likely necessary to include the fact that MPower does not provide sexual massage in any nature or like-nature. The owner, Kristin Williams, is a nationally certified massage therapist through NCBTMB who believes in the importance and maintenance of health and well-being. Ms. Williams will provide massage services at times, but will most likely be managing and acting as administrator for the massage establishment until she is in a position to hire employees. (Ms. Williams holds two business bachelor degrees from the University of Nevada, Las Vegas, one in Human Resources Management and the other in Marketing.) Additionally, the therapists that provide the massage services will be required to meet the highest

standards. Licensed massage therapists contracted by MPower will have background checks completed and must meet the following criteria in order to be hired or contracted with MPower:

- Must be nationally certified.
- Must have an independent massage license through the City of Las Vegas when providing massage services at The Aruba Hotel & Spa.
- Must have prior experience in a chiropractic office or spa environment.

All adequate assurances of continuing maintenance is being provided.

There are no significant adverse impacts on the natural environment.

The proposed use will not exceed the capacity of public services.